

MANicure MovementSM Partnership Agreement

The MANicure MovementSM, an initiative designed to build involvement and awareness during National Child Abuse Prevention Month, is a protected intellectual property of Embrace Families Foundation. Embrace Families Foundation works to enhance resources supporting Embrace Families' continuum of care and managed donor-directed funds intended to improve outcomes for vulnerable children and families.

Community Based Care lead agencies throughout the state of Florida work to build community awareness of child abuse as a national health crisis throughout the month of April, which is National Child Abuse Prevention Month.

Recognizing the value of this initiative as an awareness building and fundraising campaign,
_____ will partner with Embrace Families to initiate the MANicure MovementSM in their service territory during April 2019.

_____ "partnering lead agency" agrees to the following terms:

- 1) Any time MANicure MovementSM protected name and material is used, there will be a disclaimer indicating "Campaign in partnership with Embrace Families"; Embrace FamiliesSM and MANicure MovementSM logos will appear on promotional materials, which will also include a reference to www.MANicureMovement.com.
- 2) The partnering lead agency can solicit funds as part of this campaign, either on their own or by developing an individual fundraising page available through www.MANicureMovement.com.
- 3) To license the protected concept, the partnering lead agency agrees to pay Embrace Families a one-year licensing fee of \$750.

Embrace Families Foundation agrees to the following terms:

- 1) Authorize use of the MANicure MovementSM logo and messaging on promotional materials and social media by the partnering lead agency.
- 2) Provide access to individual campaign fundraising pages for the partnering lead agency to use as a vehicle to generate donations.
- 3) Collect and distribute funds raised by the partnering lead agency, after accounting for standard transaction fees and a nominal processing fee.
- 4) Provide a downloadable, customizable e-signature block promoting the campaign that includes the partnering agency's logo.
- 5) Provide sample messaging and copy blocks designed for use on social media throughout the month-long campaign.

- 6) Provide up to 50 bottles of “prevention blue” nail polish to be used throughout the course of the campaign. (More available, as needed.)
- 7) Provide partner lead agency with detailed instructions for implementing one or more campaigns designed to involve: corporate community, first responder community, local nail salons.
- 8) Provide downloadable, customizable templates that support and advance the campaign that will include the partnering lead agency logo. Templates, which will be printed by the participating agency, will include the following:
 - a. business card size infographic cards
 - b. oversized selfie signs
 - c. small (individual) selfie signs
 - d. campaign t-shirt
 - e. sample event invitations
 - f. campaign instruction booklet for distribution to participating local companies and community partners
 - g. other materials as requested

This agreement will expire in 11 months unless renewed in writing.

For PARTNERING LEAD AGENCY

For Embrace Families Foundation

NAME, CEO

Glen Casel, CEO

Date

Date